

Message Text

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PAGE 01 LAGOS 10345 211601Z

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ACTION CU-04

INFO OCT-01 AF-06 ISO-00 /011 W
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R 211434Z OCT 75

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 1676

INFO USIA WASHDC

AMEMBASSY ABIDJAN

AMEMBASSY ACCRA

AMEMBASSY ADDIS ABABA

AMEMBASSY DAKAR

AMEMBASSY DAR ES SALAAM

AMEMBASSY FREETOWN

AMEMBASSY NAIROBI

UNCLAS LAGOS 10345

DEPT. FOR CU/AF; AGENCY FOR IAA

E.O. 11652 : NA

TAGS : OEXC, NI

SUBJ : REQUEST FOR FILM SPECIALIST: ALBERT JOHNSON

REF : A. USIA 12392, MAY 22, 1975 (NOTAL)

B. POST'S CPM 1976

1. POST REQUESTS JOHNSON FOR THREE WEEKS MID-APRIL TO FIRST WEEK MAY, 1976. PURPOSE AS KEYNOTER FOR BICENTENNIAL FILM PROGRAM. IF OTHER POSTS INTERESTED, SUGGEST REGIONAL VISIT AS AMSPEC. RECENT REPORTS FROM EAST EUROPEAN AND MIDDLE EASTERN POSTS SAY JOHNSON GREAT SUCCESS. AMSPEC AUSPICES ALSO FACILITATES SHIPMENT FILMS JOHNSON MAY REQUIRE.

2. UNDERSTAND JOHNSON WILL BE AVAILABLE AND CONSIDERING NEW PROGRAMS. POST INTERESTED IN SUGGESTIONS, BUT WILL NOT PREEMPT JOHNSON'S IDEAS. INSTEAD FURNISH FOLLOWING AUDIENCE INFORMATION AS PLANNING GUIDELINE: AUDIENCE IS NAIVE; DOES NOT VIEW FILMS AS COMPLEX, LIVELY, INFLUENTIAL ART FORM; SEES FILM AS SOCIOLOGICAL TOOL, NATION-BUILDING INSTRUCTIONAL DEVICE. CRITICAL
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OF FILM AS ENTERTAINMENT. TENDENCY TO BLAME FILM FOR WAY WORLD IS, NOT AS WAY PEOPLE SEE WORLD. WANTS MESSAGE BE CLEAR CUT,

POSITIVE, CLEAN PLOT RESOLUTION. AMERICAN FILM CHARACTERIZED AS EXPLOITATIVE, MADE FOR SAKE OF MONEY (SHAFT, CLEOPATRA IONES, ETC.) THIS DUE VERY LIMITED EXPOSURE QUALITY U.S. FILMS. JOHNSON TASK PRIMARILY EDUCATIONAL; OFFER EXPERIENCE IN U.S. FILM AND REINFORCE THROUGH DIALOGUE. AUDIENCE WILL BE ACCROSS BOARD, UNIVERSITY STUDENTS TO PROFESSIONALS IN GOVERNMENT, EDUCATION, ETC. OTHER THAN TV PRODUCTION, SCANT TECHNICAL INTEREST IN THEATRICAL FILMMAKING. BIG QUESTION ANSWER FOR AUDIENCES: WHY WAS FILM MADE AND WHAT DOES IT TELL ABOUT A SOCIETY? DIFFICULT TO SECOND GUESS GROUP LIKES/DISLIKES. RECOMMEND JOHNSON DEVELOP PROGRAM HE FEELS IMPORTANT AND NOT TAILOR TOPICS TO PARTICULAR AUDIENCE. THERE ARE NO MAJOR TABOOS. DIFFICULT FOR NIGERIANS TO IDENTIFY WITH ANTI-RELIGION FILM. AVOID BAD TASTE FILMS SATIRIZING DEVELOPING COUNTRIES.

3. ALTERNATE DATE: NOVEMBER, 1976

4. FYI: UNDERSTAND JOHNSON WILL BE AT UC BERKELEY THROUGH MARCH, 1976.

PLEASE ADVISE.

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